

2012 NSAA National Ski Resort Safety Awards Contest Application

NATIONAL
SKI AREAS
ASSOCIATION



Each year NSAA's National Ski Resort Safety Awards recognize some of the nation's top safety education programs. The awards are designed to highlight the innovative promotions and programs member ski areas develop in an effort to further deliver pertinent safety education to both guest and employees. Whether you host a remarkable Safety Week event, or develop a creative company-wide program, this year your resort could be among those recognized with this prestigious award. The benefits are numerous including: national media exposure; industry recognition for hard working employees and volunteers who develop your programs; and a tangible result illustrating your resort's commitment to safety. Ski Resort Safety Award winners will be selected based on a variety of categories. These categories include:

- Best Overall Safety Program (over 250K visits)
- Best Overall Safety Program (under 250K visits)
- Best Use of the Web/New Media in a Safety Campaign
- Best Employee Involvement and Education
- Best Terrain Park Safety Program
- Best Avalanche Safety Program
- Best Helmet Safety Program
- Best Safety Week Program
- Best Community Outreach
- Best Chairlift Safety Program
- Most Creative Safety Initiative
- Best Resort Website – NEW!



A list of past winning safety programs is posted online under the Safety & Education menu at nsaa.org. To apply, fill out the contest application form with your most creative safety idea(s). For best consideration provide a list of your activities with corresponding photos and samples of media recognition such as news articles and TV spots. This information is extremely helpful in judging your program and is useful for future publication in the *NSAA Journal*.

DEADLINE FOR ENTRIES IS MARCH 1, 2012. Information on winning programs will be announced at the annual NSAA National Convention at the Grand Hyatt in San Antonio, TX, and will be featured in the August issue of the *NSAA Journal*. Apply today and join in the fun, win a prestigious award and show off your success story to the industry!



Resort Name: _____

Contact Name: _____

Phone #: _____ Email: _____



- 1.) What or who was the specific target of your safety program? And why did you choose this?
- 2.) Describe the unique features of your program and how they were implemented?
- 3.) How successful was your program? Results?

Attach additional pages, photos, or other materials and return by March 1, 2012 to:

NSAA
Attn: Safety Awards Contest
133 S. Van Gordon St., Ste. 300
Lakewood, CO 80228

